

EVIE TAN

INTEGRATED MARKETING INTERN

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SUMMARY

I'm a marketing and communications student passionate about creating experiences that connect people with brands. From supporting Disney's marketing campaigns across Southeast Asia to producing live events in New York and developing PR campaigns for global brands, I'm a curious go-getter who enjoys taking on new challenges and growing alongside the teams I work with.

EDUCATION

Fashion Institute of Technology, State University of New York

Bachelor of Science - Advertising & Marketing Communications

Associate in Applied Science – Advertising & Marketing Communications

GPA: 3.75 (Cum Laude)

May 2026- May 2028

Aug 2024 - May 2026

PROFESSIONAL EXPERIENCE

Brand & Content Marketing

The Walt Disney Company, Asia Pacific - Malaysia

May 2026 - Present

- Supported 360 marketing campaigns across Southeast Asia for Disney+, theatrical, and franchise releases including Toy Story 5 and The Mandalorian & Grogu, coordinating campaign assets, localization, and regional execution workflows
- Collaborated cross-functionally with creative, lifecycle, and partnerships teams across SEA markets to support campaign operations, stakeholder coordination, and on-ground activations
- Tracked campaign reporting and audience engagement data using Google Sheets, Microsoft Office, and internal Disney platforms, quickly adapting to company-specific tools while managing confidential marketing materials and workflows

Events and Production Intern

CS Global, New York

Aug 2025 - April 2026

- Managed front-of-house operations for high-profile live events and brand activations, overseeing guest flow and on-site coordination for a 1,300+ attendee Estée Lauder Foundation event
- Supported pre-production and on-site talent logistics for the ABC White House Correspondents' Dinner reception, coordinating with teams across guest experience and live execution.
- Supported logistics for exhibitions including The Costume Institute (Costume Art), building Excel trackers for vendor orders, inventory to execute museum-grade setups on tight timelines

Cultural Fellow

Apr 2025 - Present

- Fashion Institute of Technology, New York
- Facilitated peer outreach and pre-arrival mentoring for over 100 international students via Instagram and email campaigns
 - Coordinated cultural events and orientation sessions to support student engagement, community building, and intercultural inclusion.
 - Supported outreach and engagement efforts through social media and email campaigns

SKILLS

Adobe	Microsoft 365	Google Workspace
Figma	Canva	Meta Business Suite

ADDITIONAL INFORMATION

Languages: English, Mandarin, Malay
Volunteer: New York Fashion Week (Stylist), Kuala Lumpur Fashion Week (Dresser)
Awards/Activities: Visayas Intervarsity 2023 (Nationally ranked debate judge), Sunway Debate (Head of PR), Sunway Clubhouse (Head of PR)